

International Expansion: Oracle Applications Users Group

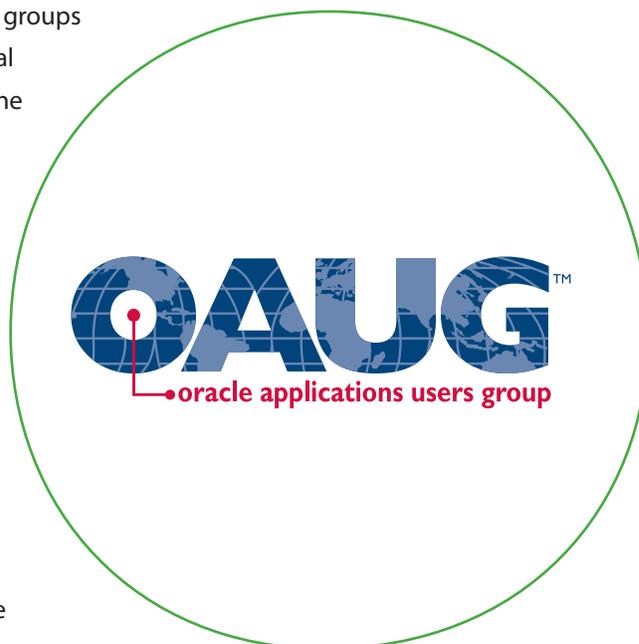
The Oracle Applications Users Group (OAUG) is a global organization that enhances the capabilities of real Oracle users in their day-to-day use and management of the growing family of Oracle Applications. Formed in 1990, the OAUG is one of the software industry's most successful user groups and speaks with one voice for the family of Oracle Applications users.

Challenge:

The OAUG was founded on the principle to serve in the interest of users of Oracle Applications worldwide. However, when the organization stopped hosting conferences worldwide and mainly focused on an annual conference hosted in North America, international participation began to decline and the organization was obtaining an image of being a North American-centric organization. As a result, small regional and country-specific user groups began to develop and the organization began to lose international members and their participation at its annual events and within the organization at large.

Solution:

In 2006, executive director of OAUG, based at ACI parent company Meeting Expectations, which provides infrastructure for the OAUG, presented research outlining the need for international representation and a strategy for international expansion to the OAUG board of directors. This included a recommendation to provide both the users (OAUG members) and Oracle with one global user community for all applications users in order to strengthen the OAUG's position as the leading international community serving this audience. The board of directors approved an amendment to its annual operating budget to expand the staffing and programs of the organization worldwide.



For more info:

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Results:

Within three months of this approved amendment and directive, the organization had established an office with three employees in Brussels, Belgium to assist with EMEA outreach to users, partners and Oracle. Shortly thereafter, the OAUG also developed a strategic partnership with its regional group in Japan, establishing an office with one employee and assisting Oracle Japan in developing a Customer Care/User Group Liaison program and staff. Lastly, OAUG hosted a four day roadshow in Australia and established a key strategic partnership with the Australian Oracle Users Group (“AUSOUG”). This partnership combined AUSOUG’s focus on the Oracle database and the OAUG’s focus on the Oracle Applications to provide a more complete experience for member organizations. The organization also established a large network of geographical groups throughout Australia and Asia Pacific from the OAUG/AUSOUG Melbourne, Australia office. Lastly, as part of this initiative, the OAUG elected a European president and appointed an Asia Pacific board of directors.

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